

The City of Cheney	Lodging Tax Use Application	RCW 67.28
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609 2nd Street, Cheney, WA 99004 Phone: (509) 498-9200 Fax: (509) 498-9206

This application is a request to use lodging tax funds for tourism promotion as allowed under RCW Chapter 67.28. The sources of the funds are the lodging taxes collected for overnight stays in establishments within the City of Cheney.

PROJECT
 Title or Event: HOLIDAY HOOP LA
 Dates: Begin 12/3/21 End 12/3/21
 Type: Festival

e.g. tourism promotion, acquisition, or facility operation

APPLICANT
 Name: Cheney Merchants Association
 Telephone: 509.8150.2177
 E-mail: themasonjor101@gmail.com
 Address: 101 Fst Cheney, WA 99004
 Status: Co-op Non-Profit Public For Profit Other

PROJECT INFORMATION
 Describe event or project: The event is a COVID safe light tour of Cheney, Santa Pictures, Decoration Contest, Drive-in Movie spectacular

Describe any historical significance: This is the 4th year of hosting the event for Cheney families as well as the surrounding area to get in the season and see what Cheney has going on!

How will your event attract tourists? Becoming an ongoing event has made more people look forward to it... growing the popularity and getting people from all over to check out the spectacular lights

STATUTORY REQUIREMENTS
 Assuming your event or project receives funding, estimate the following attendance for your event or project based on people traveling to the City of Cheney for business or pleasure:

Do you anticipate people will travel from their place of residence or business to stay overnight in paid accommodations in the City of Cheney? possibly

How many people will travel from another county or state outside of their place of residence or their business? 10

*If you receive funding for your event or project you hereby agree to provide the Lodging Tax Advisory Committee (LTAC) a report detailing the actual numbers to the above questions so that LTAC may make the report available to the local legislative body and the public. Your report must correlate your above estimated numbers to the actual numbers. This report must be provided to the LTAC within 30 days from the date your event or project ends.

PROJECT IMPACT

Describe benefit to local businesses and community.

Local business put promotional material out to hundreds of people showing their community impact. The community gathers for this event creating a sense of pride in the home town feel of Cheney.

PROJECT REQUEST (BUDGET)

Project Budget: \$ 7930.00
 Amount Requested: \$ 7130.00
 *Matching Funds: \$ 600.00

*WHILE MATCHING FUNDS ARE NOT REQUIRED, THE AMOUNT OF ADDITIONAL FUNDS, SUPPLIES, MATERIALS, AND LABOR HOURS AN ORGANIZATION BRINGS TO AN EVENT IS A GOOD MEASURE OF THAT ORGANIZATION'S COMMITMENT TO SUCCESS. ATTACHMENT A IDENTIFIES MATCHING FUNDS.

BUDGET SHEET

LIST ITEMS YOU REQUEST THE LODGING TAX ALLOCATION COMMITTEE (LTAC) CONSIDER FUNDING.

ITEM - REIMBURSABLES (\$)	LODGING TAX	MATCH	TOTAL
Movie screen	1780.00		1780.00
Tree Lighting	2875.00		2875.00
Movie Bags	600.00	600.00	600.00
Cash Prizes for Lights	600	600.00	600.00
Window Decals	300.00		300.00
Santa	200.00		200.00
Pens	125.00		125.00
Advertising Mailers	1000.00		1000.00
Printing Maps = Signage	100.00		100.00
Insurance	150.00		150.00

PROJECT TIME - IF APPLICABLE

FOR MULTI WEEK EVENTS OR PROJECTS WHERE FUNDING WILL BE DISPERSED ON A SCHEDULE, PLEASE SET FORTH DATE(S) AND REQUESTED FUNDING. FOR EXAMPLE

JAN ~ ADVERTISE EVENT IN [MEDIA]
 FEB ~ PRINT SCHEDULE, ETC.

Date	Funding Item
10/20/21	All Funding needed For Deposits / Promotion etc. By OCTOBER 20th

PAST PERFORMANCE - IF APPLICABLE

IF YOUR ORGANIZATION RECEIVED PAST FUNDING FROM THE LODGING TAX, OR IF YOU'VE ORGANIZED SIMILAR EVENTS OR PROJECTS IN THE PAST, PLEASE DESCRIBE.

The project? Holiday Hoopla

Budget? \$ 6475.28

Results? very successful (First year adjusting to COVID)
might have been better turnout than 2 years before.
roughly 400 people in attendance!

I, THE UNDERSIGNED AFFIRM UNDER PENALTY OF PERJURY THAT THE ABOVE RESPONSES ARE MADE TRUTHFULLY AND TO THE BEST OF MY KNOWLEDGE. I FURTHER AFFIRM THAT IF MY APPLICATION IS APPROVED I WILL USE THE APPROPRIATED FUNDS FOR ONLY THE PURPOSES LISTED ON THIS APPLICATION AND IN ACCORDANCE WITH STATE LAW. IF I MAKE UNAUTHORIZED DISBURSEMENTS OF FUNDS I WILL BE RESPONSIBLE TO REPAY SUCH AMOUNTS.

SIGNATURE: [Signature]
 DATE: 9/16/21

LTAC Recommendation
~For Office Use Only~

COMPLETE APPLICATION: YES ___ NO ___

RECOMMEND FUNDING: YES ___ NO ___

REASON: _____

FUNDING AT WHAT LEVEL: _____

EXPLAIN _____

NOTE: FOLLOWING APPROVAL OF THE APPLICATION, AN AGREEMENT PROVIDING FOR THE DISBURSEMENT OF FUNDS WILL BE SENT FOR REVIEW AND SIGNATURE.